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Sheet	1	of	1
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Application Number	10/036,923
Filing Date	December 21, 2001
First Named Inventor	MATZ, William R., et al.
Group Art Unit	Unassigned- 2163
Examiner Name	Unassigned- U. LE
Attorney Docket Number	36968-267874

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Technology Center 2100

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Examiner Signature	UYEN HE	Date Considered	19 AUG 05
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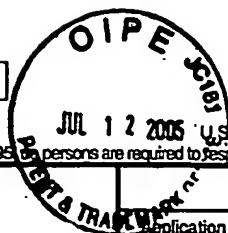
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¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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Sheet 1 of 5

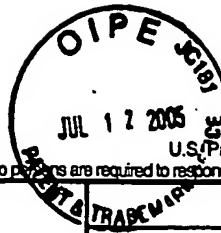
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Application Number	10/036,923
Filing Date	December 21, 2001
First Named Inventor	William R. Matz
Group Art Unit	2474-2163
Examiner Name	LE, Uyen T.
Attorney Docket Number	BS01424

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. 1	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
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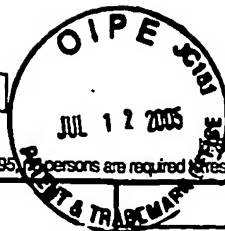
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Sheet **2** of **5**

Application Number	10/036,923
Filing Date	December 21, 2001
First Named Inventor	William R. Matz
Group Art Unit	2171 2163
Examiner Name	LE, Uyen T
Attorney Docket Number	BS01424

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Filing Date	December 21, 2001
First Named Inventor	William R. Matz
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FOREIGN PATENT DOCUMENTS

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		Offi ce ³	Number ⁴	Kind Code ⁵ (if known)				
UL			EP 0 424 648A		Wilson	02-02-1991		
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Signature

UYEN LE

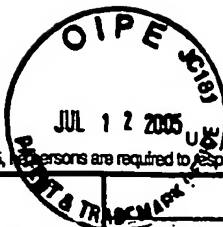
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		Filing Date	December 21, 2001
		First Named Inventor	William R. Matz
		Group Art Unit	2171 2163
		Examiner Name	LE, Uyen T.
Sheet 4	Of 5	Attorney Docket Number	BS01424

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
u		PCT Publication No. WO 94/17609 (Kiefl et al., 08-04-1994)	
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✓		"How Wink Works," What is Wink: How wink works, www.wink.com/contents/howitworks.html , (11/16/01) p. 1 of 1.	

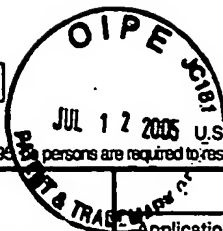
Examiner Signature	UYEN LE	Date Considered	13 AUG 05
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		Filing Date	December 21, 2001
		First Named Inventor	William R. Matz
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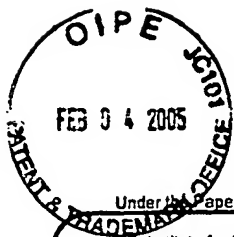
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Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
W		"What is Wink: Examples," What is Wink – Examples, www.wink.com/contents/examples.html , (11/16/01) pp. 1-2.	
		"Nielsen Media Research – Who We Are & What We Do," www.nielsenmedia.com/whoweare.html , (10/11/01) pp.1-4.	
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		Reed, David, "The future is digital," Precision Marketing, v. 13, n.51, pg. 27, Sept. 21, 2001. 4 pages	

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Sheet 2 of 10**Complete if Known**

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Art Unit	2171 2168
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		US- 5,818,438	10/6/1998	Howe	
		US- 6,076,094	6/13/2000	Cohen	
✓		US- 6,172,674	1/9/2001	Etheridge	

FOREIGN PATENT DOCUMENTS

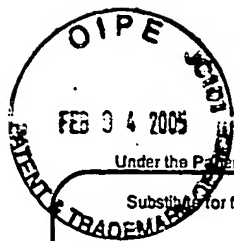
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		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				
u		WO 99 52285A	10/14/1999			
		WO 99 04561A	1/28/1999			
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✓		EP 1162840 A2	12-2001	Wilson		

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Substitute for form 1449/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 2 of 10**Complete if Known**

Application Number	10/036,923
Filing Date	December 21, 2001
First Named Inventor	MATZ
Art Unit	2171 2163
Examiner Name	LE, Uyen T.
Attorney Docket Number	BS01424

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
ul		US- 6,252,586	6/26/2001	Freeman	
		US- 5,661,516	8/1997	Carles	
		US- 5,774,170	6-1998	Hite	
		US- 5,758,257	5-1998	Herz	
		US- 5,410,344	4-1995	Graves	
		US- 5,754,393	5-1998	Herz	
		US- 5,838,314	11-1998	Neel	
		US- 6,029,045	1-2001	Alexander	
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		US- 6,496,818	12-2002	Ponte	
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		US- 6,510,417	1-2003	Woods	
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		US- 5,758,259	5-1998	Lawler	
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✓		US- 5,973,683	10-1999	Cragun	

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Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				

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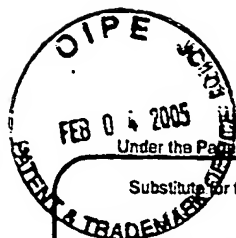
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STATEMENT BY APPLICANT**

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Sheet 2 of 10**Complete if Known**

Application Number	10/036,923
Filing Date	December 21, 2001
First Named Inventor	MATZ
Art Unit	2171 R163
Examiner Name	LE, Uyen T.
Attorney Docket Number	BS01424

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		US- 5,543,911	7-1996	Levitan	
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		US- 5,917,481	6/29/1999	Rzeszewski	
		US- 5,983,227	11/9/1999	Nazem	
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		US- 6,185,614	2/2001	Cuomo	
		US-			
		US-			
		US-			

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
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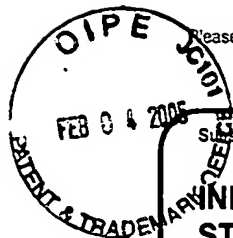
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 7 of 10

Complete If Known

Application Number	10/036,923
Filing Date	December 21, 2001
First Named Inventor	MATZ
Group Art Unit	2171 2163
Examiner Name	LE, Uyen T.
Attorney Docket Number	BS01424

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
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		US- 3,886,302		Kosco	05-27-1975	
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		US- 5,357,276		Banker et al.	10-18-1994	
		US- 5,404,393		Remillard	04-04-1994	
		US- 5,410,326		Goldstein	04-1995	
		US- 5,446,919		Wilkins, Jeff K.	08-1995	
		US- 5,446,490		Blahut et al.	08-29-1995	
		US- 5, 500,681		Jones	03-1996	

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Signature

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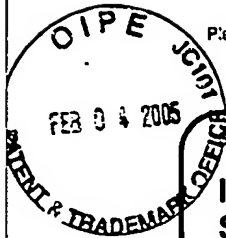
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 8 Of 10

Complete if Known

Application Number	10/036,923
Filing Date	December 21, 2001
First Named Inventor	MATZ
Group Art Unit	2171 263
Examiner Name	LE, Uyen T.
Attorney Docket Number	BS01424

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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U		US- 5,585,838		Lawler et al.	12-17-1998	
		US- 5,608,448		Smoral et al.	03-04-1997	
		US- 5,619,247 A		Russo	04-1997	
		US- 5,661,516		Carles, John B.	08-1997	
		US- 5,698,670		Matty	10-06-1987	
		US- 5,724,525		Beyers II et al.	03-1998	
		US- 5,752,159		Faust et al.	05-1998	
		US- 5,758,257		Herz et al.	05-1998	
		US- 5,774,170		Hite et al.	06-1998	
		US- 5,778,182		Cathay et al.	07-07-1998	
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		US- 6,172,674 B1		Etheredge et al.	01-09-2001	
		US- 6,202,210		Ludtke	03-2001	
		US- 6,252,586 B1		Freeman et al.	06-26-2001	
		US- 6,314,577 B1		Pocock	11-06-2001	
		US- 6,446,261 B1		Rosser	09-2002	
		US- 6,463,585		Hendricks et al.	10-2002	
✓		US- 6,530,082 B1		Del Sesto et al.	03-2002	

FOREIGN PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T _e
		Offic e ³	Number ⁴	Kind Code ⁵ (if known)				
U			EP 1162840 A2		Wilson et al.	12-2001		

Examiner Signature	UYEN LE	Date Considered	19 AUG 05
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 9 Of 10

Complete if Known

Application Number	10/036,923
Filing Date	December 21, 2001
First Named Inventor	MATZ
Group Art Unit	2174 2163
Examiner Name	LE, Uyen T.
Attorney Docket Number	BS01424

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
u		PCT Publication No. WO 94/17609 (Kiehl et al., 08-04-1994)	
		CAULEY, LESLIE, "Microsoft, Baby Bell Form Video Alliance," <u>The Wall Street Journal</u> , September 26, 1994.	
		U.S. Application No. 2002/0032906 A1 (Grossman, 03-2002) ✓	
		U.S. Application No. 2002/0035600 A1 (Ullman et al., 03-2002) ✓	
		U.S. Application No. 2002/0092019 A1 (Dwight, 07-11-2002) ✓	
		U.S. Application No. 2002/0123928 A1 (Eldering et al., 09-2002) ✓	
✓		U.S. Application No. 2002/0143647 A1 (Headings et al., 10-2002) ✓	
		typo? U.S. Application No. 2003/0049967 A1 (Kinzo et al., 03-13-2003)	
u		U.S. Application No. 2003/0110497 A1 (Yassin et al., 06-2003) ✓	
		International Search Report for PCT /US02/40070 A1	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 10 of 10

Complete If Known

Application Number	10/036,923
Filing Date	December 21, 2001
First Named Inventor	MATZ
Group Art Unit	2471 2163
Examiner Name	LE, Uyen T.
Attorney Docket Number	BS01424

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.†	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume+issue number(s), publisher, city and/or country where published.	T²
u		"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, www.devices.internet.com/com_cgi/print/print.cgi?url=http://devices.../report_interactive.htm, (11/16/01) pp. 1-2.	
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		"What is Wink?," www.wink.com/contents/whatiswink.shtml, (11/16/01) p. 1 of 1.	
		"How Wink Works," What is Wink: How wink works, www.wink.com/contents/howitworks.shtml, (11/16/01) p. 1 of 1.	
		"What is Wink: Examples," What is Wink - Examples, www.wink.com/contents/examples.shtml, (11/16/01) pp. 1-2.	
✓		"Nielsen Media Research - Who We Are & What We Do," www.nielsenmedia.com/whoweare.html, (10/11/01) pp. 1-4.	

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Signature

UYEN LE

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